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1. Potatoes Are Plentiful
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Broadcast by Ruth Van Deman, Bureau of Human Nutrition and Home Economics, and Wallace L. Kadderly, Chief of Radio Service, in the Department of Agriculture's portion of the National Farm and Home Hour, Monday, July 5, 1943, over stations associated with the Blue Network.

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ANNOUNCER:

In Washington, our two "regulars" from the Department of Agriculture are ready for their daily visit with us. And here they are...Ruth Van Deman and Wallace Kadderly.

KADDERLY:

Thanks, Ray Michael; don't you think Ruth looks mighty chipper today?

ANNOUNCER:

Yeah, she does.

VAN DEMAN:

And why not? Yesterday was the most restful Fourth of July in history. Not a firecracker did I hear. But that isn't necessarily why I feel "chipper".

KADDERLY:

Why then?

VAN DEMAN:

I think it's partly because I can remind our listeners there's no potato shortage any more.

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Right now, potatoes are piled in bins in practically every grocery store -- ready to answer to the name of spuds, murphies, 'taters, potatoes -- whatever you choose to call them.

The very late spring held back the new potato crop for a while, But that's water under the bridge now, too. And potatoes are coming to market from all the important early potato-growing areas.

Remember that old song....I think the words run like this.
"You never miss the music 'till the sweet-voiced bird has flown?" That's the way a lot of us felt during the potato shortage. We never realized how much we liked and depended on potatoes until we couldn't buy all the potatoes we wanted.

Now for a few points to remember about these new potatoes. They're perishable. They won't keep the way late fall potatoes do. So buy them while they're fresh, and use them up quickly. Potatoes are a vegetable that really enjoys the blackout. Light turns potatoes green. A warm, close air shrivels potatoes. So keep potatoes in a cool, airy, dark place until you're ready to cook them.

Somebody asked me the other day about baking new potatoes. It can be done of course. But new potatoes generally have more water in them...are more moist and waxy....less mealy; in other words....than fall and winter potatoes. So new potatoes dry up more in baking, and you waste quite a lot of potato unless you eat skin and all.

The thriftest way to cook new potatoes is to boil them in their jackets. If you wish, strip off those brown jackets before you serve the potatoes. And to give them more eye and taste appeal, add some chopped parsley, or green pepper to the melted fat you use for seasoning. Or give the white potatoes a dusting with scarlet paprika. Also, it's the smart thing now in wartime to serve boiled potatoes with the skins on. "Pomme de terre en jaquette," I suppose the French would call them. So if you want to go Frenchy on your family - serve them "apples of the earth in little coats."

On the food value side, potatoes are coming into their own. Nutrition experts have discovered a great deal in potatoes besides starch. They have vitamin C, vitamin B₁ (or thiamine)....iron.....and some protein.

And on the cooking side, American women are seeing greater and greater possibilities in potatoes. To help along on that the Bureau of Human Nutrition and Home Economics prepared a leaflet of potato recipes. It gives 25 ways of cooking potatoes - white potato specials - sweet potato specials. We'd be glad to send a copy if you'd like it. Just address a post card to Home Economics, U. S. Department of Agriculture, Washington, D.C. Ask for the folder of potato recipes.

VAN DEMAN:

Wallace, While I'm on the subject of shopping, I want to say a word about shopping time.

KADDERLY:

How to cut down the shopping time....can you give a recipe for that?

VAN DEMAN:

Yes. Surveys show that we do 65 percent of our food shopping on Fridays and Saturdays. This week-end congestion in the stores made things difficult for both shoppers and merchants, even before the war.

KADDERLY:

And now with irregular deliveries of food and with the job of counting ration points, it's even harder on everybody.

VAN DEMAN:

Much harder. Before rationing began, the merchant spent three to five minutes waiting on the average customer. Now it takes him nine to eleven minutes.

KADDERLY:

And on top of that, there's a shortage of help in the stores.

VAN DEMAN:

So the shoppers are measuring their time in terms of hours rather than minutes. All of which makes it good sense to shop early in the week if you possibly can.

KADDERLY:

Ruth what you've said about meeting wartime problems in food shopping is right in line with I had in mind to say about a farm problem.

With the present shortage of manpower, a good many farm people who have electricity are turning more and more to motor power. They're using small electric motors to turn cream separators, grindstones, churns, small corn shellers, feed mixers...all sorts of things.

VAN DEMAN:

Just one question, Wallace...Where can they get all those motors?

KADDERLY:

Ah! They use the same portable motor to run several different pieces of equipment. Some farmers have made their own portable mount that permits them to move the motor easily and quickly. And the mount provides the means for automatically keeping the belt at the right tension.

To farmers who have electricity, let me say this: The Department of Agriculture will be glad to send you detailed plans for building your own portable mount. With these plans comes a chart showing proper pulley sizes and speeds at which different pieces of equipment should operate.

Address your request to the Rural Electrification Administration...The R. E.A. at St. Louis, Missouri. Ask for the plans to make a portable mount for an electric motor.

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KADDERLY (CONTINUING):

This morning I was talking to one of the livestock men in the Department of Agriculture about meat production. I mentioned the feed shortage as being a real problem, and of course the livestock specialist agreed. But he said, "There is one way to have more meat that doesn't require any feed at all!" "What's that," I immediately wanted to know. And this is what he told me:

"We waste about a hundred and 50 million pounds of meat every year just by handling our livestock in a rough way. We overcrowd them in chutes, trucks and cars. To urge them ahead, we prod them with sticks and pitchforks. We crowd them through gates, against posts and sharp corners. We load them in a hurry and unload them in a hurry. We load two or three different kinds of livestock in the same truck or stock car without using partitions to keep them apart. Our trucks make quick starts and stops, go around corners fast. All this bruises a lot of meat. Some people lift sheep by their fleeces, and although you don't see the injury at the time, you can really see it on a dressed carcass. All told, more than half the livestock marketed carry bruises. Many animals die or are crippled on the way to market.

"The bruises and the deaths of animals on the way to market cost us every year a pound of meat for every person in the United States. Or, in military terms, enough meat to last 400,000 fighters a whole year.

"We can avoid a lot of that loss by handling animals carefully, shipping them properly."

After stressing the amount of food we can save and the money we can save, my friend -- the livestock specialist -- added that he also liked to think of careful handling of livestock from the humane angle. "Our livestock are allies", he said; "we shouldn't treat them as enemies".

